What is claimed is:

1. A carrier for the oral administration of a therapeutically effective amount of an additive selected from the group consisting of pharmaceutical, nutritional, vitamins and minerals, and mixtures thereof to mammals in a discrete dosage form, said carrier comprising:

an extrudate including a matrix having

10-50% starch,

0-40% fat or oil,

8-50% polyhydric alcohol,

sugar, and

5-20% water

said carrier having an A_w of about 0.60 to about 0.75, and a soft and chewy texture, and said A_w is variable dependent on the properties of the additive.

2. The carrier of claim 1 wherein the water content is about 10%.

3. The carrier of claim 1 wherein the polyhydric alcohol content is about 40%.

4. The carrier of claim 1 wherein the starch content is about 32%.

5. The carrier of claim 1 wherein said carrier has a pregelatinized starch content of about 15%.

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7. The carrier of claim 1 wherein the active ingredient is a nutraceutical.

9. The carrier of claim 1 where the A_w is 0.65 and the additive is aspirin.

10. The carrier of claim 1 wherein the polyhydric alcohol is sorbitol.

11. The carrier of claim 1 wherein the sugar content is about 15%.

12. A method of making a carrier for an additive for use in an oral administration of a therapeutically effective amount of an additive in discrete dosage form, comprising the steps of:

a) forming a matrix by mixing

about 10 to about 50%wt starch,

0 to about 40% wt fat or oil,

about 10 to about 50% polyhydric alcohol,

sugar, and

at least about 5% water

adding said additive to said matrix and mixing;

b) adjusting the relative amounts of polyhydric alcohol and water to control the A_w of said carrier to adjust the level of moisture in the carrier to be at a level not inimical to the additive and extruding said carrier and additive to form an extrudate.

13. The method of claim 12 including adjusting the water content to about 10%.

14. The method of claim 12 including adjusting the polyhydric alcohol content to about 40%.

15. The method of claim 12 including adjusting the starch content to about 32%.

16. The method of claim 12 including adjusting the sugar content to about 15%.

17. The method of claim 12 further including adding pregelatinized starch to about 15% of the total carrier.

18. The method of claim 12 including the step of mixing in a pharmaceutical.

19. The method of claim 12 including the step of mixing in a nutraceutical.

20. The method of claim 12 including the step of mixing in a vitamin and mineral mix.

21. The method of claim 12 including the step of adding sorbitol.

22. The method of claim 12 including the step of controlling the A_w to be at about 0.60 to about 0.75.

23. The method of claim 12 including the step of adding aspirin as the active ingredient and controlling the A_w of said carrier to about 0.65.

24. The carrier of claim 2, wherein the additive constitutes from about 0.1% to about 5.0% of the resulting mixture.

25. The method of claim 12, further including adding about 0.1% to about 5.0% additive.

26. A carrier for the oral administration of a therapeutically effective amount of a pharmaceutical additive to mammals in a discrete dosage form, said carrier comprising:

an extrudate having a matrix, and including:

10-50% starch,

0-40% fat or oil,

8-50% polyhydric alcohol,

sugar, and

at least about 5% water,

said carrier having an A_w of about 0.60 to about 0.75, and a soft and chewy texture, and said A_w is variable dependent on the properties of the additive.

27. A method for the oral administration of a therapeutically-effective amount of an additive selected from the group consisting of pharmaceuticals, nutritionals, vitamins and minerals, and mixtures thereof to a mammal in need thereof comprising

(a) providing an oral dosage form comprising a therapeutically-effective amount of an additive selected from the group consisting of pharmaceuticals, nutritionals, vitamins and minerals, and mixtures thereof and a carrier comprising an extrudate having about 10 to about 50 wt.% starch, 0 to about 40 wt.% fat or oil, about 8 to about 50 wt.% polyhydric alcohol, sugar, and at least about 5 wt.% water, and

(b) orally administering the dosage form to the mammal, wherein the carrier has a A_w of about 0.60 to about 0.75, a soft and chewy texture, and A_w is variable dependent on the properties of the pharmaceutical additive.

28. The carrier of claim 12, wherein the temperature of the carrier during its preparation the extrusion process is maintained at a temperature below that which would degrade the additive.